

Rep Order# 9848235 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/19/2012 8:06 AM
Last Received: 10/18/2012 8:50 PM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1789
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1789
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

67778

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU	530A-6A	GD MRN CIN@530	:60	\$2,200.00	10/23-10/23	1 P1	1	1	\$2,200.00	
	2	M	530A-6A	GD MRN CIN@530	:60	\$2,200.00	10/29-10/29	1	1	1	\$2,200.00	
	3	W	630A-7A	GD MRN CINN@6	:60	\$2,800.00	10/24-10/24	1 P1	1	1	\$2,800.00	
	4	F	630A-7A	GD MRN CINN@6	:60	\$2,800.00	10/26-10/26	1	1	1	\$2,800.00	
	5	TH	7A-730A	CBS THS MRNG-1	:60	\$1,900.00	10/25-10/25	1 P1	1	1	\$1,900.00	
	6	M	7A-730A	CBS THS MRNG-1	:60	\$1,900.00	10/29-10/29	1	1	1	\$1,900.00	
	7	TU	9A-10A	DOCTORS	:60	\$1,300.00	10/23-10/23	1 P2	1	1	\$1,300.00	
	8	W	10A-11A	ANDERSON	:60	\$1,300.00	10/24-10/24	1	1	1	\$1,300.00	
	9	TH	5P-530P	LOCAL12 NEWS-5	:60	\$4,400.00	10/25-10/25	1 P1	1	1	\$4,400.00	
	10	M	7P-730P	INSIDE EDITION<	:60	\$4,000.00	10/29-10/29	1 P2	1	1	\$4,000.00	
	11	TU	727P-8P	ENT TONIGHT 30<	:60	\$4,000.00	10/23-10/23	1 P2	1	1	\$4,000.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	W	1135P-1235A	D LETTRMAN-CBS<	:60	\$2,400.00	10/24-10/24	1 P2	1	1	\$2,400.00	
	13	SA	730A-8A	LOCAL12NW-SA 7	:60	\$2,000.00	10/27-10/27	1 P1	1	1	\$2,000.00	

---REPORT TOTALS---

Report Totals: 13 / \$33,200.00

---SALES MONTHLY TOTALS---

Oct 12: 10 / \$25,100.00 Nov 12: 3 / \$8,100.00

Sales Totals: 13 / \$33,200.00

Station Totals: 13 / \$33,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$118,571	CABL 0%	EKRC 3%	UNKN 0%	WBQC 0%	WCPC 31%
		WKRC 28%	WLWT 22%	WSTR 0%	WXIX 16%	

Books null
Demos RA35+

ORDER

Orders	Order / Rev:	67178
	Alt Order #:	09848235
	Product Desc:	PRIORITIES USA ACTIO
	Estimate:	1789
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/19/12 / 10/19/12
	Order Type:	GENERAL

Agency	Name:	Mundy Katowitz Media
	Buying Contact:	
	Billing Contact:	
		1322 G Street, SE
		Washington, DC 20003

Advertiser	Name:	Priorities USA Action
	Demographic:	A35+
	Product Codes:	Issues/Propositions
	Priority:	P-2
	Revenue Codes:	AGY, POL-ISS, GEN

Bill Plan		Totals			
Start Date	End Date	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	10	\$25,100.00	\$21,335.00	0.00
10/29/12	10/29/12	3	\$8,100.00	\$6,885.00	0.00
		13	\$33,200.00	\$28,220.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	28%	\$33,200.00
Market	100%	\$118,571.43

Competitive Share	Share	Total
EKRC	3%	\$3,557.14
UNKWN	0%	\$0.00
WCPO	31%	\$36,757.14
WLWT	22%	\$26,085.71
WSTR	0%	\$0.00
WXIX	16%	\$18,971.43

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	10/23/12	10/23/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	-T-----	1:00	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
GD MRN CIN@530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	-T-----	1	\$2,200.00	0.00								
E 2	WKRC	10/29/12	10/29/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	M-----	1:00	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
GD MRN CIN@530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	M-----	1	\$2,200.00	0.00								
E 3	WKRC	10/24/12	10/24/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	--W----	1:00	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
6a Good Morn Cincinnati															

Order / Rev: 67178
 Alt Order #: 09848235
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACTIO
 Estimate: 1789

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GD MRN CINN@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	10/28/12	--W----	1	\$2,800.00	0.00								
E 4	WKRC	10/26/12	10/26/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	----F--	1:00	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
GD MRN CINN@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	10/28/12	----F--	1	\$2,800.00	0.00								
E 5	WKRC	10/25/12	10/25/12	CBS This Morning	CM	7:00 AM-7:30 AM	---T---	1:00	1	\$1,900.00	P-1	0.00	NM	1	\$1,900.00
CBS THS MRNG-1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	10/28/12	---T---	1	\$1,900.00	0.00								
E 6	WKRC	10/29/12	10/29/12	CBS This Morning	CM	7:00 AM-7:30 AM	M-----	1:00	1	\$1,900.00	P-1	0.00	NM	1	\$1,900.00
CBS THS MRNG-1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/29/12	11/04/12	11/04/12	M-----	1	\$1,900.00	0.00								
E 7	WKRC	10/23/12	10/23/12	M-F 9a-10a	CM	9:00 AM-10:00 AM	-T-----	1:00	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	10/28/12	-T-----	1	\$1,300.00	0.00								
E 8	WKRC	10/24/12	10/24/12	M-F 10a-11a	CM	10:00 AM-11:00 AM	-W-----	1:00	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
ANDERSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	10/28/12	--W----	1	\$1,300.00	0.00								
E 9	WKRC	10/25/12	10/25/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	---T---	1:00	1	\$4,400.00	P-1	0.00	NM	1	\$4,400.00
LOCAL12 NEWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	10/28/12	---T---	1	\$4,400.00	0.00								
E 10	WKRC	10/29/12	10/29/12	M-F 7p-730p	CM	7:00 PM-7:30 PM	M-----	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
INSIDE EDITION<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/29/12	11/04/12	11/04/12	M-----	1	\$4,000.00	0.00								
E 11	WKRC	10/23/12	10/23/12	M-F 730p-8p	CM	7:27 PM-8:00 PM	-T-----	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	10/28/12	-T-----	1	\$4,000.00	0.00								
E 12	WKRC	10/24/12	10/24/12	Letterman	CM	11:35 PM-12:35 AM	XI--W----	1:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
D LETTERMAN-CBS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	10/28/12	--W----	1	\$2,400.00	0.00								
E 13	WKRC	10/27/12	10/27/12	6a-8a Local 12 News Sat	CM	7:30 AM-8:00 AM	-----S-	1:00	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
LOCAL12NW-SA 7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12	10/28/12	-----S-	1	\$2,000.00	0.00								
													Totals	13	\$33,200.00